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Cap 3

CONSUMER TIME

THE CONSUMER SPEAKS ABOUT BREAD AND MEAT

NETWORK: NBC

DATE: February 1, 1947

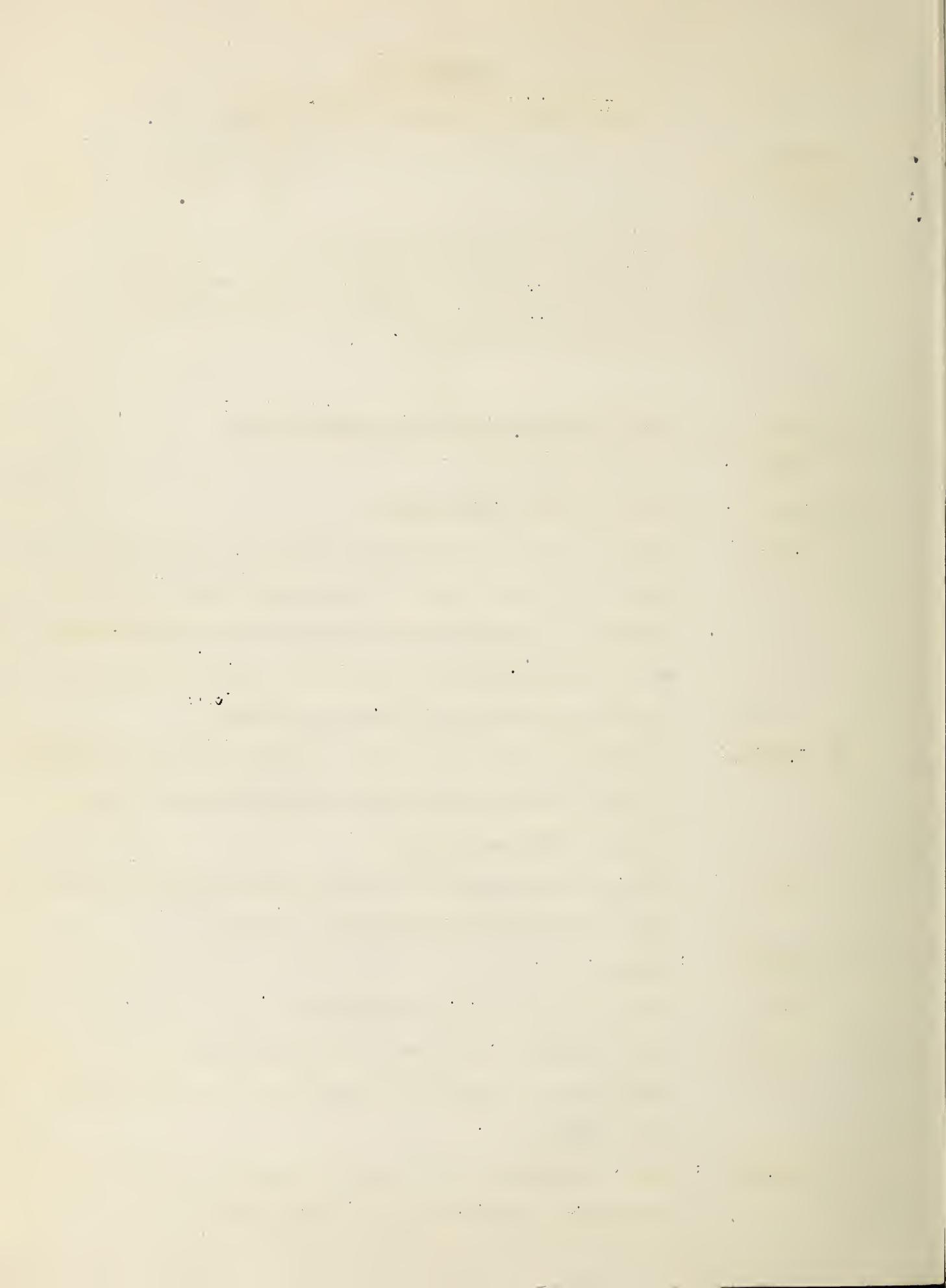
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1. SOUND CASH REGISTER RINGS TWICE....MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are your inquiring consumers, Mrs. Freyman and Johnny.
5. FREYMAN: A couple of weeks ago we told you about a survey conducted by the American Home Economics Association called "The Consumer Speaks about House Dresses."
6. JOHN: And today we're going to pass along what some consumers have to say about two very important foods...bread...
7. FREYMAN: And meat.
8. JOHN: But separately...not in a sandwich.
9. FREYMAN: That's right. Now, before we tell you what people are thinking about these two foods, let's take a look at how this survey was conducted.
10. JOHN: Okay. The American Home Economics Association conducted the survey with many other groups participating.



11. FREYMAN: Like the home demonstration clubs of the U. S. Extension Service and various other women's groups.

12. JOHN: All in all, almost six thousand consumers spoke up about bread and four thousand about meat.

13. FREYMAN: We can't tell exactly how many more consumers, would vote the same way if they had the chance. But you can be pretty sure it's several times the number that took part in the survey.

14. JOHN: And all of them agreed that the bread and meat they buy in the nation's markets are very satisfying. But...

15. FREYMAN: Yes...there is a "but". Consumers do have some ideas about how these two foods can be improved. For instance, they have some very definite ideas about meat grading.

16. JOHN: So a little later on in the program, we're going to interview a man from the U. S. Department of Agriculture who will answer some of the questions on meat grading consumers have.

17. FREYMAN: But now...what do some consumers say about bread?

18. JOHN: Well...they like the bread, they find on the market. And/should, ^{they} because a lot of work goes into making bread a nutritious, delicious product. There's a lot of work behind each loaf. Did you ever stop to think about it, Mrs. Freyman?

19. FREYMAN: Well, no...I don't suppose I have.

20. JOHN: Well, just for a minute picture fields of gently swaying wheat ...and think of all the work that went into the plowing and planting and the harvesting of that wheat. And then the long journey the wheat takes...rolling in boxcars across our great land...to the mills....

21. SOUND: TRAIN...BRIEFLY

22. JOHN: And then the flour takes another train ride to the bakery...to be made into dough...with milk pouring into huge tubs...

23: SOUND: MILK POURING IN A RUSH.

24. JOHN: Next the huge mechanical machines to mix, bake, slice, and wrap your loaf of bread....

25: SOUND: COMPLICATED MACHINERY

26: JOHN: And last...the trucks to speed the bread to your local grocery or even right to your very door.

27: SOUND: TRUCK COMING TO A HALT

28: JOHN: Now you have a loaf of bread before you on the kitchen table. What do you think of it?

29: FREYMAN: "I like the bread I buy,"...that's what most women say.

30: JOHN: But...

31: FREYMAN: But there are some improvements I would like.

32: JOHN: For Instance?

33: FREYMAN: Well many consumers find fault with the ^{keeping} quality of bread.

Others say they'd like a one-half pound loaf...and they'd be willing to pay one cent more than half the regular price for the pound loaf.

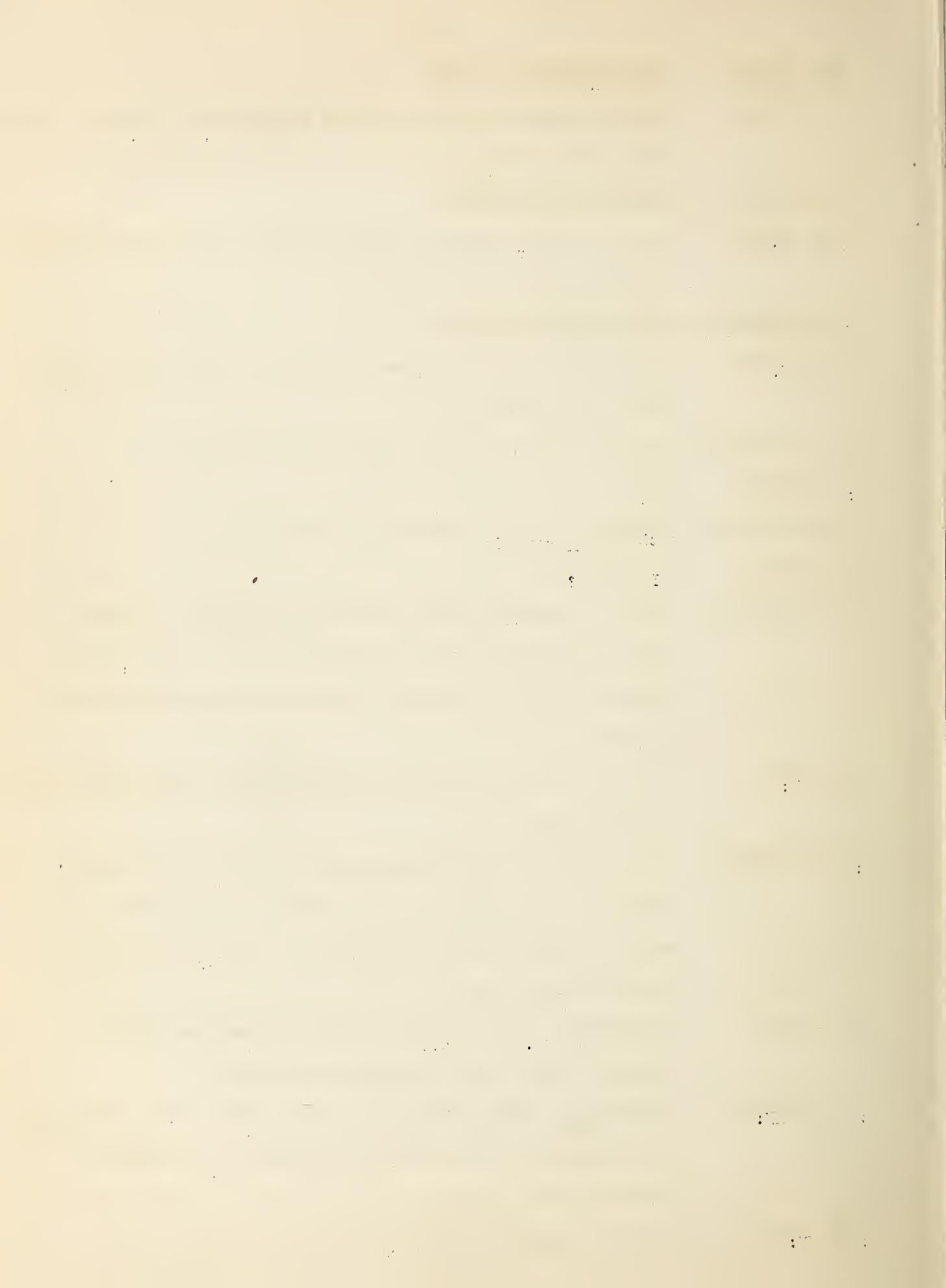
34: JOHN: How about the thickness of the sliced bread? What do consumers say about that?

35: FREYMAN: Well, almost all the consumers who took part in this survey find the sliced bread fine for general use. But many of them want to be able to buy a thinner-sliced bread for sandwiches and other special uses.

36: JOHN: Incidentally, Mrs. Freyman...did the survey show whether consumers prefer white or whole wheat bread?

37: FREYMAN: Yes Johnny...first place goes to white bread...and second place on the consumers' bread hit parade goes to one hundred per cent whole wheat bread.

38: JOHN: Mmm hmm...so white bread is first.



39: FREYMAN: Yes, but they want their white bread enriched. And they are interested in having dry skim milk added to their bread.

40: JOHN: And what do the bread buyers of our nation look for when they choose a loaf of bread?

41: FREYMAN: Flavor...that's the thing the consumers consider by far the most important characteristic in selecting a loaf of bread.

42: JOHN: Well, I'd agree with that. Flavor is very important.

43: FREYMAN: After flavor, consumers look for a good texture...aroma, the color and tenderness of the crust. They say the shape is important too.

44: JOHN: Now, when it comes to whole wheat bread...is flavor still important?

45: FREYMAN: You bet it is. Consumers give the flavor as the reason for liking or disliking whole wheat bread. They're also interested in the other points that make up a good loaf. More of them would go for whole wheat bread if a better product were on the market.

46: JOHN: Well, Mrs. Freyman...what were some of the other questions about bread in this survey?

47: FREYMAN: One question was "What do you want the label on the loaf of bread to tell?"

48: JOHN: Labels...uh huh! And what do they want the labels to say?

49: FREYMAN: Almost half the ladies said they wanted to see the nutritional content on the label. About half of them wanted the net weight stamped on the wrapper. Others were interested in the ingredients, the baker's name, the date the bread was made...

50: JOHN: Wait a minute...that would make a pretty crowded label.

51: FREYMAN: Well, those are all the things the ladies say they would like to see on the bread wrapper.

52: JOHN: Of all those items...the one that interests me the most is the nutritional content of the bread.

53: FREYMAN: You and a lot of other consumers.

54: JOHN: I suppose you know, Mrs. Freyman that bakers aren't required anymore to enrich their white bread with iron and B vitamins.

55: FREYMAN: Yes...I know. That wartime food order has passed into history.

56: JOHN: I wonder if we really benefitted by having our bread enriched during the war. I'll bet we did.

57: FREYMAN: Indeed we did. The Bureau of Human Nutrition and Home Economics recently reported that American civilians got more iron and B vitamins in their food during the recent war years. And enriched bread and flour gets the credit for a good part of it.

58: JOHN: Well, Mrs. Freyman, nineteen States and Puerto Rico and Hawaii have passed laws of their own that white bread and white flour sold within their borders must be enriched.

59: FREYMAN: Yes...and I think it's up to consumers in the rest of the States. If they want enriched bread and flour...it won't be long before they get it.

60: JOHN: And now Mrs. Freyman, I think we'd better move along to the second half of the Consumer Speaks survey on bread and meat.

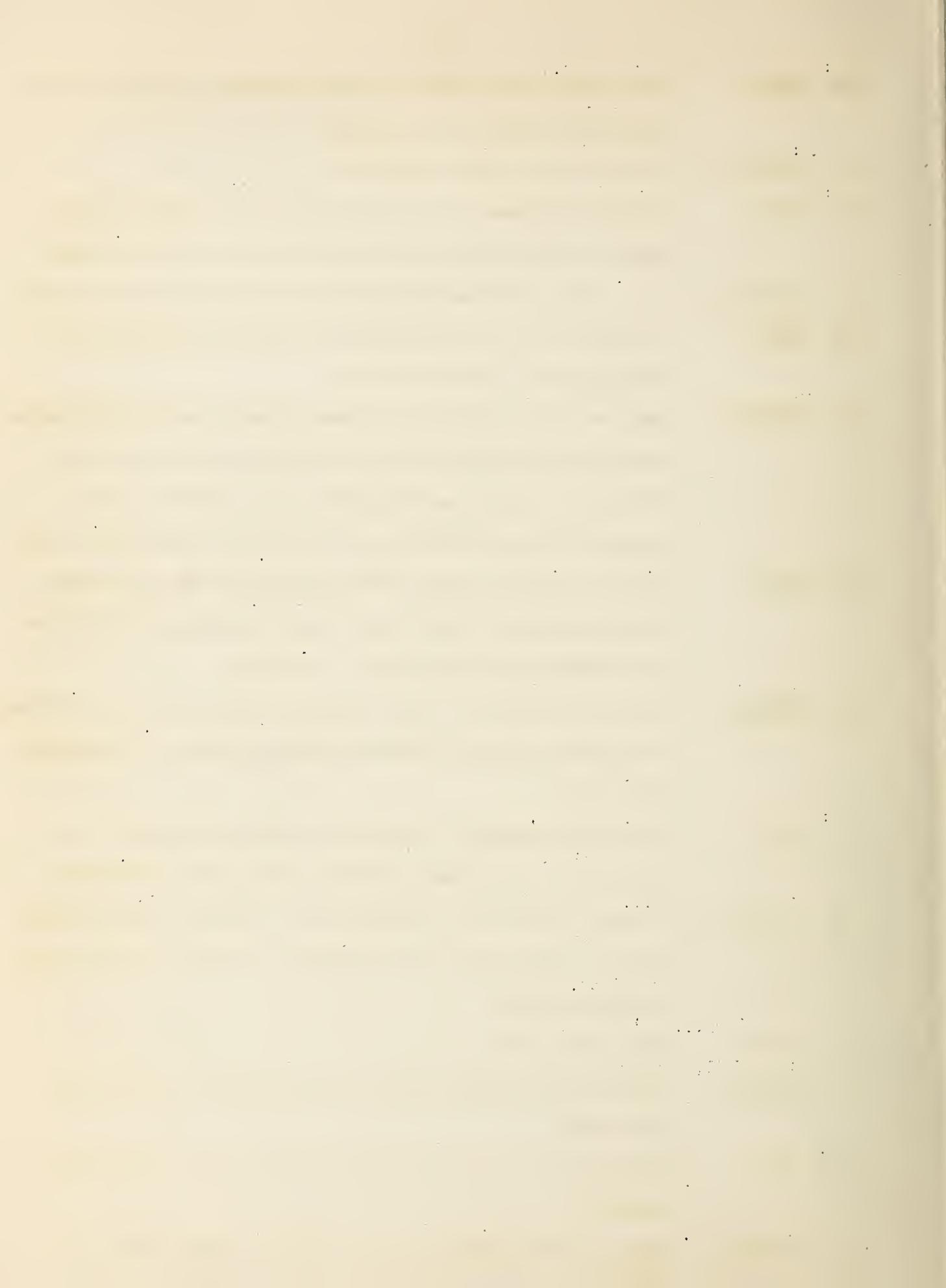
61: FREYMAN: All right...most of the consumers who took part in this survey are very happy about the meat they buy. A good many though did have suggestions.

62: JOHN: Okay...let's hear.

63: FREYMAN: Well, some women spoke up for the standardized meat-cutting practices.

64: JOHN: They want to be able to buy the same cuts in any store...is that it?

65: FREYMAN: Right. And the women say they'd like more small cuts on the market.



66: JOHN: Those must be the ladies with small families.

67: FREYMAN: About half the consumers who answered the questions on meat said they were satisfied with the way their meat is trimmed. But more than thirty per cent of the women said they'd like to have more fat and bone removed from the meat before the butcher weighs it.

68: JOHN: Does the survey give any clues as to whether consumers prefer meat with all the bone removed?

69: FREYMAN: Yes...that was one of the questions. And a majority said they would like more boned meat on the market.

70: JOHN: I wonder why the rest of them wouldn't.

71: FREYMAN: Oh lots of reasons. The women actually said they like the flavor from the meat bone...especially in soups. Besides the bones do help you identify the cut of meat. And some people claim the bones help the meat keep its shape while it's cooking.

72: JOHN: Sounds logical.

73: FREYMAN: But Johnny...more than anything else...consumers want the meat they buy to be cut under clean, sanitary conditions and to be handled by healthy people with clean hands and clothes.

74: JOHN: Ah ha! I was wondering when we would get around to Federal meat inspection. That's a story that begins in the stock yards.

75: SOUND: CATTLE

76: JOHN: See those steers? A lot of beefsteak and pot roast on the hoof. Now...there's a man who's stirring up those cattle. The consumers of America say they want that man to be there... because he's giving those cattle the once-over while they're still alive. Any animals he thinks aren't looking in the pink of condition, he immediately separates from the rest.

77: FREYMAN: Johnny...who did you say that man was anyway?

78: JOHN: Why he's the Department of Agriculture meat inspector. Around the stock yards...they always call him "doc."

79: FREYMAN: Why, is he a doctor?

80: JOHN: He's a veterinarian. But let's go inside...the packing plant ...and see just how the meat is really inspected.

81: SOUND: OUT

82: JOHN: Okay...here we are inside the meat packing plant.

83: SOUND: WATER RUSHING - HOLD IT UNDER

84: FREYMAN: Johnny...what are those men doing with that hose?

85: JOHN: That's just housekeeping...they're washing down the floor and the walls. Do you approve?

86: SOUND: OUT

87: FREYMAN: Well naturally.

88: JOHN: So do the Federal meat inspectors. In fact they insist that the meat plant be absolutely clean. Then they inspect each carcass of meat separately. And of course they destroy all unfit or diseased meat. So that the purple stamp on meat that says "U. S. inspected and passed by the Department of agriculture" is your guarantee of clean wholesome meat.

89: SOUND: OUT

90: FREYMAN: Johnny...does all meat have to be inspected?

91: JOHN: No...not all. But the law says that meat butchered in one State and sold in another must be Federally inspected. As a matter of fact about three-quarters of all our meat is inspected today.

92: FREYMAN: Well, according to our Consumer Speaks survey...wise homemakers see to it that they buy meat from that inspected three-quarters.

93: JOHN: (PROJECTING) Say, Mrs. Freyman, come on over to this part of the meat plant for a minute. I want you to see something.

94: FREYMAN: (SOTTO VOICE) You mean that man in the long white coat?

95: JOHN: Mmm hmm. He's the meat grader. See...he's through looking at that side of beef hanging from an overhead roller. He's sliding that meat along to make way for the next one.

96: SOUND: SLIDE PULLEY

97: FREYMAN: Is he a meat inspector too, Johnny?

98: JOHN: No...he's the one who grades the meat. Watch...there. Now he's putting the grade mark on the meat with that roller stamp.

99: FREYMAN: So he is...all down the whole side of the meat. Can you see what it says, Johnny?

100: JOHN: Let's see...U. S. Good.

101: FREYMAN: So that's how they put the purple grade stamp on meat. You know, Johnny, one of the things that showed up in this Consumer Speaks project was how well women like graded meat. But they have some questions about it too.

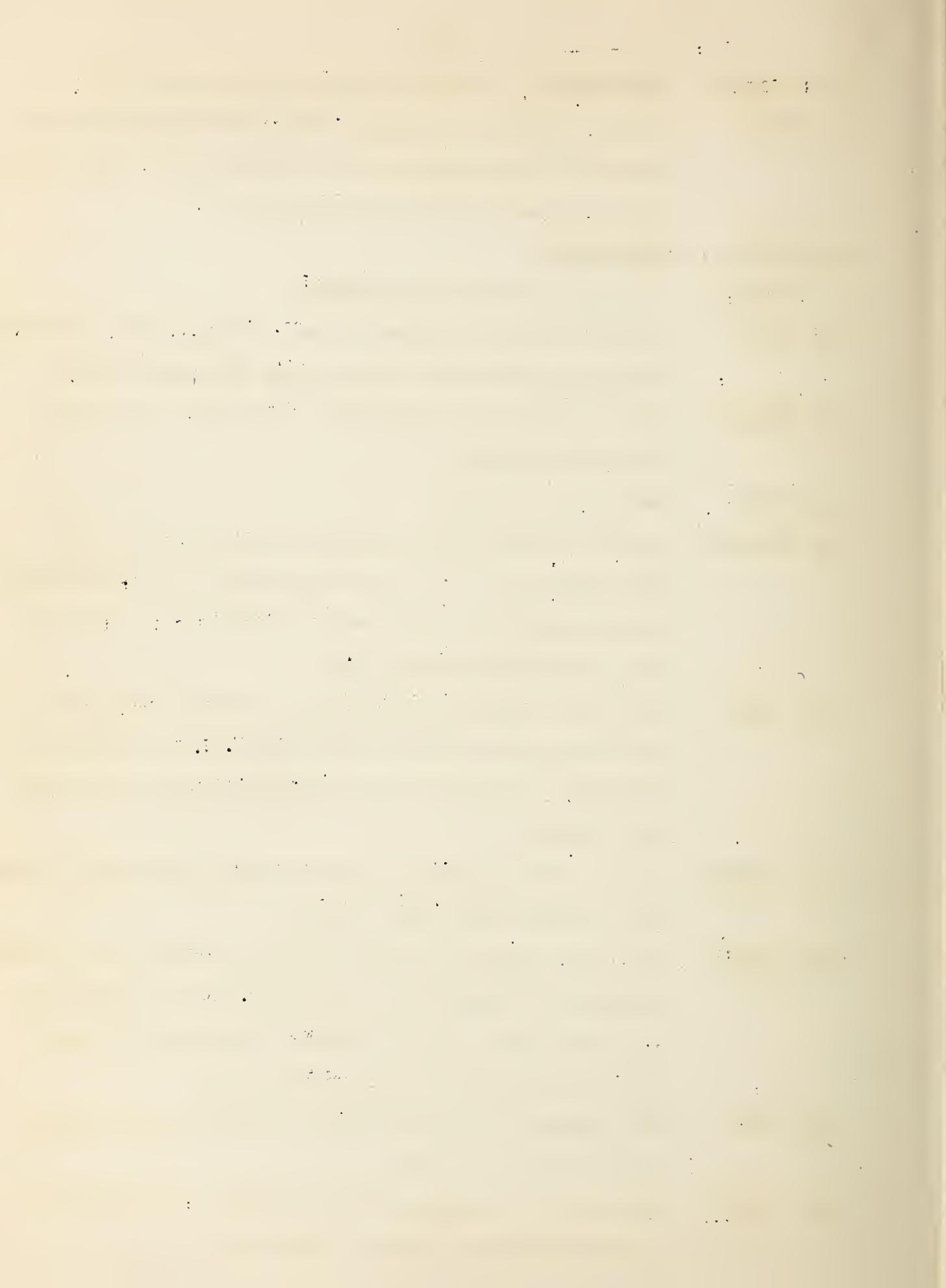
102: JOHN: That's why I invited Mr. F. J. Beard to visit us today. Mr. Beard is in charge of meat grading for the U. S. Department of Agriculture. Do you have any questions you'd like to ask him, Mrs. Freyman?

103: FREYMAN: You bet I do. Mr. Beard...I heard recently that not all of our meat is graded these days. How come?

104: BEARD: Well, Mrs. Freyman, you might say that the Federal meat grading service has reconverted to a peacetime basis. Before the war ...we graded only the meat of packers who requested it...And that's the situation for meat grading today.

105: JOHN: Then what was the reason for making grading compulsory during the war for all our meat?

106: BEARD: We had to have something to base the O.P.A. price ceilings on ...and grading proved to be the logical way.



107: FREYMAN: But now we no longer have price controls on meat so meat grading is optional again. Is that it?

108: BEARD: That's right. Meat grading is not required.

109: JOHN: Mr. Beard do you have any idea how much of our meat is graded now?

110: BEARD: It's very difficult to say, but about sixty-five per cent, I would estimate.

111: FREYMAN: How does that measure up to pre-war meat grading?

112: BEARD: There's definitely much more meat Federally graded now than before the war. The best proof is that before the war there were seventy-eight Federal meat graders for the whole country. And now there are over four hundred meat graders...and they are kept very busy grading and grade stamping meat.

113: JOHN: From seventy-eight to over four hundred...that's quite a jump.

114: FREYMAN: I think that brings us right back to our Consumer Speaks survey. When consumers say they want more graded meat...more graded meat they get.

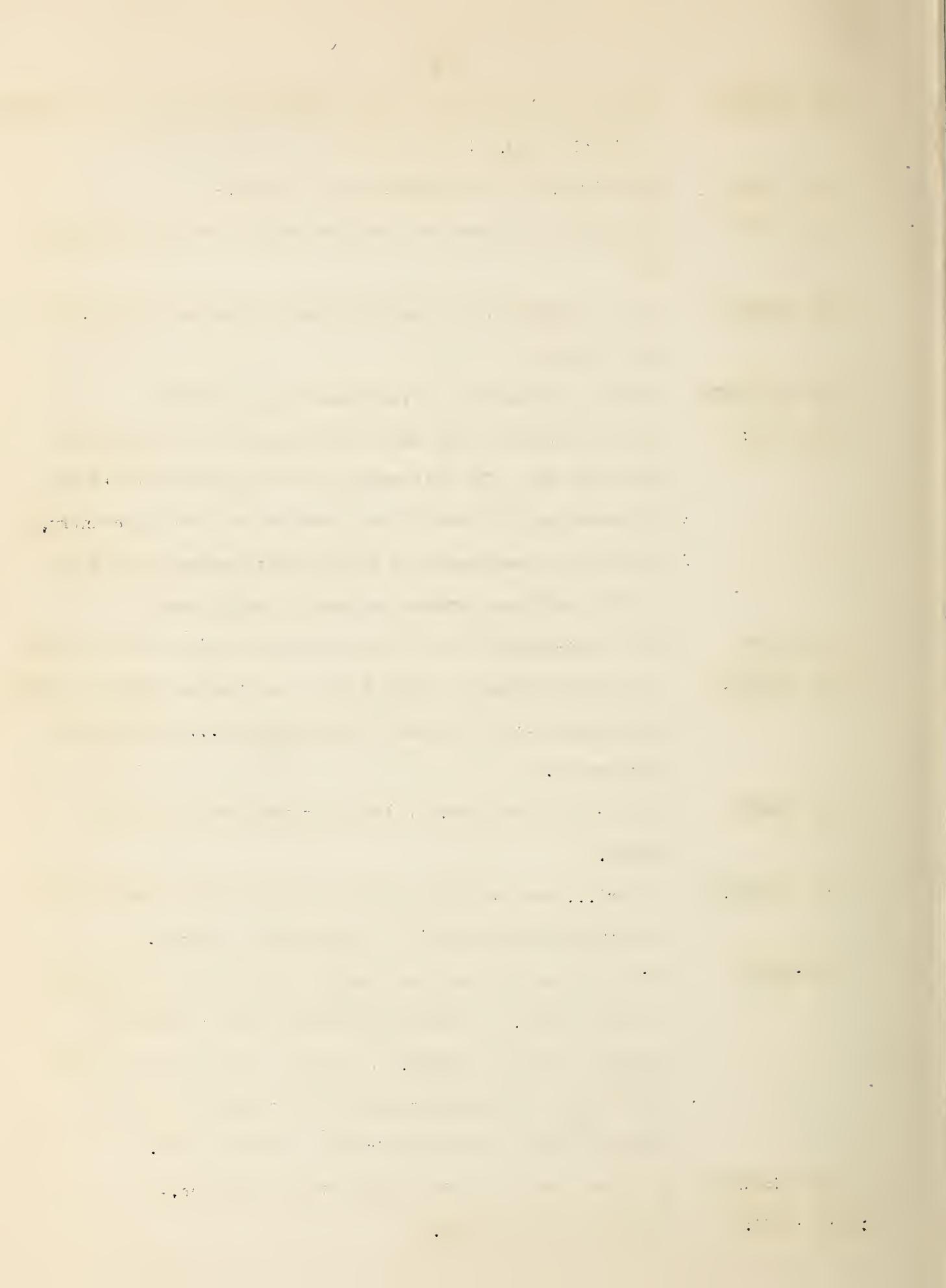
115: BEARD: I'll go along with that. It's all pretty much up to the consumer.

116: FREYMAN: Mr. Beard...can you tell me why the purple grade mark on meat is sometimes hard to read? It gets kind of smeared.

117: BEARD: That's because the harmless purple fluid we use for stamping is water soluble. It may become smeared from rapid and sometimes careless handling. It can be corrected by careful application of the grade stamp and by wrapping the meat properly before it's shipped from the packing plant.

118: FREYMAN: Mr. Beard, you said that purple stamp is harmless...

119: BEARD: Harmless as fruit juices,



120: JOHN: Then I don't have to cut it off the meat?

121: BEARD: No indeed. It usually disappears in cooking...and if it doesn't it will never hurt the meat.

122: FREYMAN: While we're still on the subject of meat grades...here's something that the women suggested when they were answering questions for the Consumer Speaks Survey. Would it be possible to have a different color stamp for each grade of meat?

123: JOHN: You mean something like purple for Choice...red for good... and so on?

124: FREYMAN: That's the idea. Don't you think that's a good question, Johnny?

125: JOHN: Sure it is. And I'll bet Mr. Beard's got a good answer for it.

126: BEARD: It would be possible to mark graded meat that way...but it wouldn't be very practical.

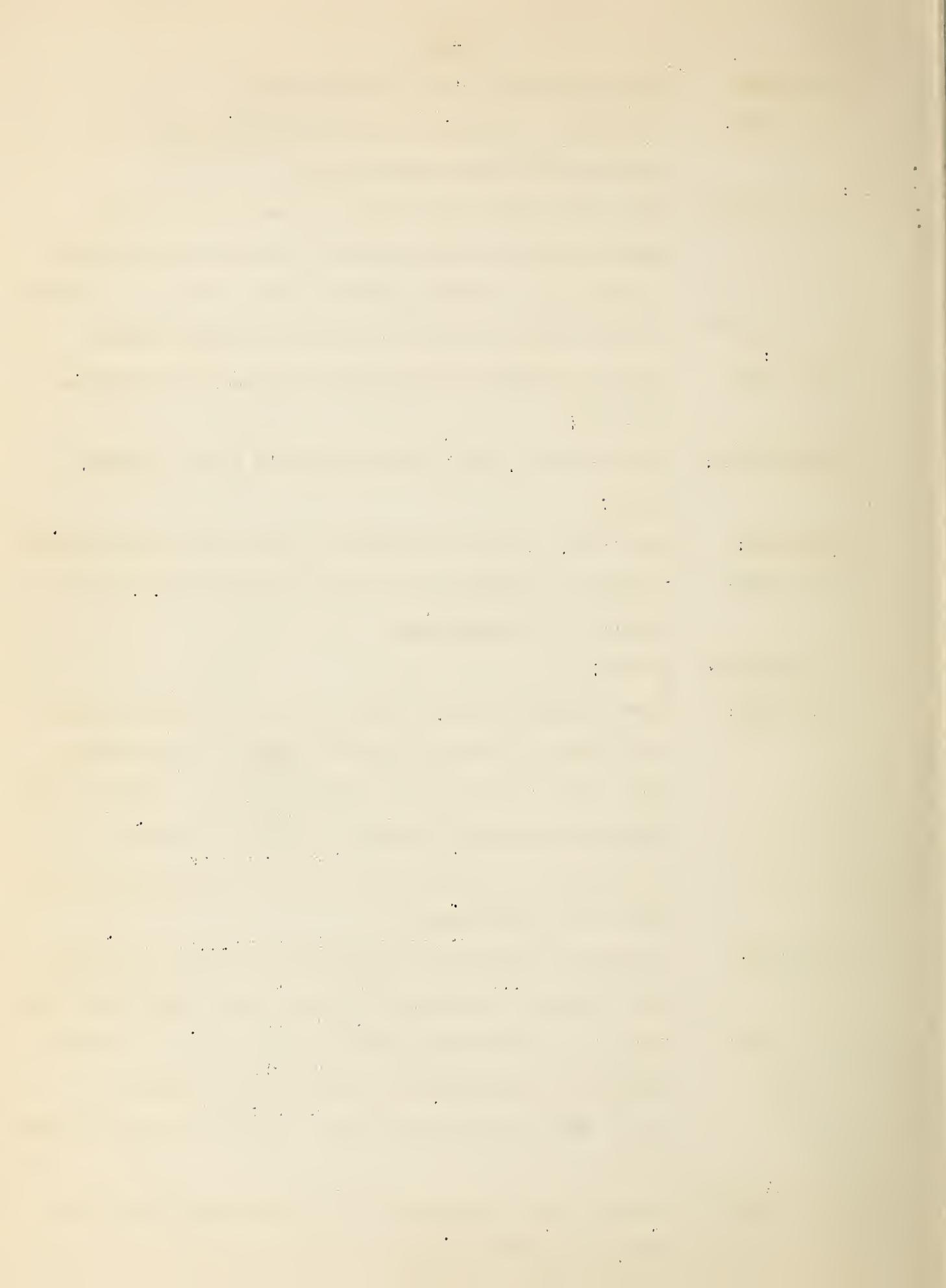
127: FREYMAN: Why not?

128: BEARD: There are many reasons. First it would be difficult to work out a practical scheme of colors to apply to five grades of meat. That ties in with the fact that different kinds of meat within the same grade often have different colored fat. So they wouldn't all show different colored stamps as clearly as they do the purple stamp.

129: JOHN: I gather the purple color has proven its worth...and that's why we stick to it...and to the grade names rather than colors.

130: BEARD: That's it. We know this method is tried and true. But we're always on the look out for anything that will improve our present way of grade labeling meat. And suggestions are always welcome.

131: FREYMAN: Evidently then, you haven't had many complaints about grade stamps being hard to read.



132. BEARD: Frankly we haven't. But we are fully aware of the inconvenience of a smudged grade stamp to the homemaker. And we're constantly trying to do a better job of grade rolling the meat. Though I think if the consumer will remember the names of the grades and what they stand for...she won't have any trouble getting the kind of meat she wants.

133. FREYMAN: Mr. Beard, could you describe each grade of meat to us briefly? I want to make sure that I've got them straight. I feel sure that everyone recognizes that U. S. Prime is the top grade.

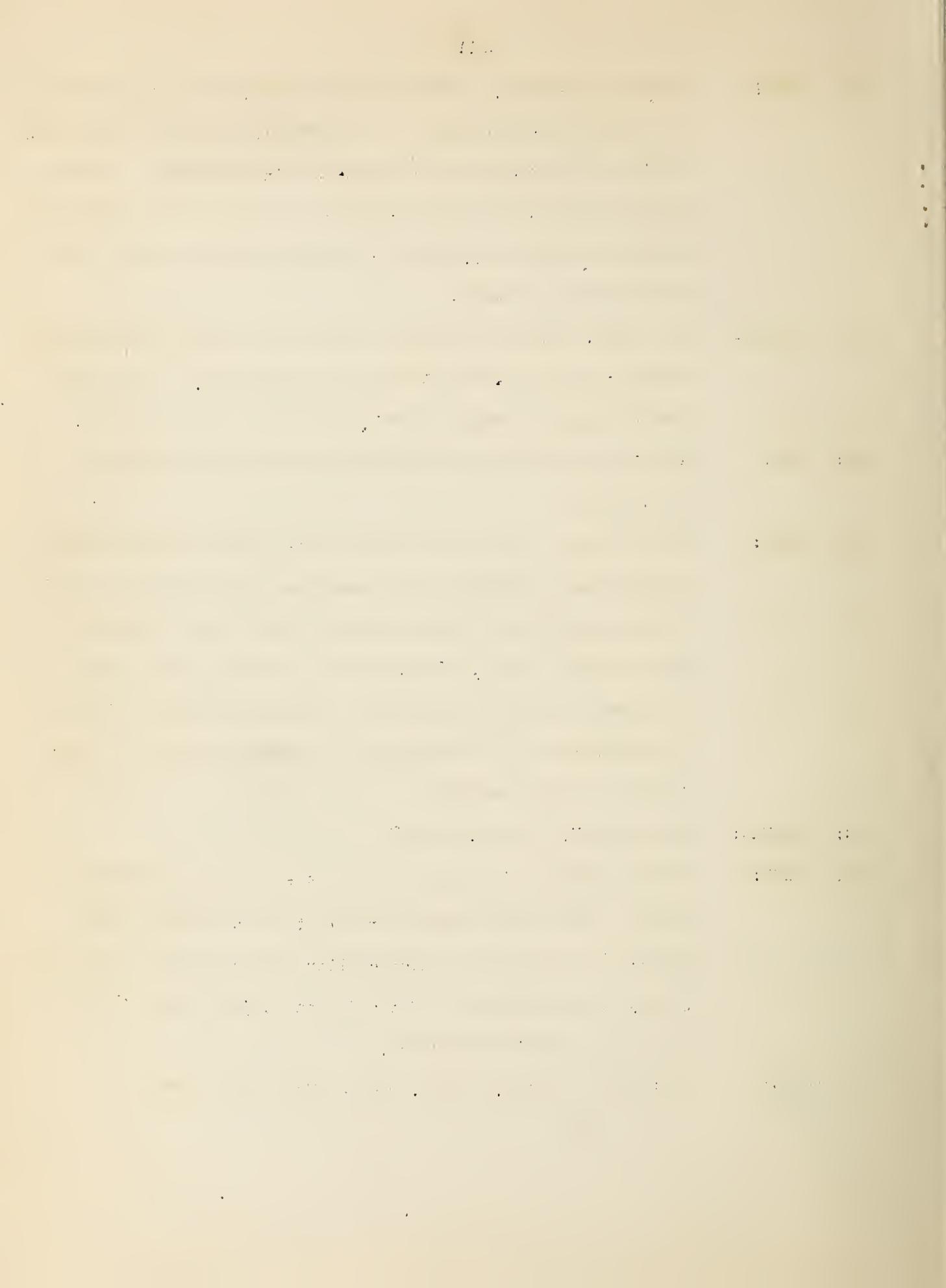
134: JOHN: And I'm told that Prime generally goes to the hotels and restaurants.

135: BEARD: That's right. The retail markets don't handle very much Prime meat because they ^{have} found that homemakers usually object to the liberal quantities of fat ordinarily found in this extremely high quality meat. Then, too, only a very limited amount of this grade of meat is produced for steaks and roasts. It has an abundance of fat intermingled throughout the lean -- this is what we call marbling.

136: FREYMAN: Next comes U. S. Good. Right?

137: BEARD: That's right and it might be referred to as the all-purpose grade. Many people actually prefer it to the choice grade because it has nearly as much quality and is usually cheaper in price. The proportion of fat and lean is just about right to suit most people's tastes too.

138: JOHN: Let's see -- Prime, Choice, Good -- What comes next?



139: BEARD: U. S. Commercial. Even though it's fourth in line it is very satisfactory for pot roasts, Swiss steaks, and stews -- most of the cuts require slow, moist cooking to make them tender. This also applies to the next grade --- U. S. Utility. Some folks claim these two grades are actually more flavorful than the higher grades and when properly prepared they are really very delicious. And, as for their food value, they are just as nutritious as the higher grades.

140: JOHN: And that's the line-up of meat grades.

141: BEARD: I'd like to add one more thing about meat grades. Consumers are going to see more and more retail cuts of frozen meats on the market now. And those that are graded will have the grade stamped right on the package.

142: FREYMAN: Well, thanks for the tip, Mr. Beard. I'm going to look for that meat grade name on any frozen meat I buy.

143: JOHN: And thanks again Mr. F. J. Beard for telling our Consumer Time audience about the U. S. Department of Agriculture's meat grading service. And now, Mrs. Freyman, we'd better find out what next week's subject will be.

144: FREYMAN: First, Johnny, I want, you to tell everybody that copies of the Consumer Speaks Surveys are now available if they send ten cents for each one.

145: JOHN: Ten cents for "The Consumer Speaks about House Dresses."
AND ten cents for "The Consumer Speaks about Bread and Meat."
Ten cents for either one or twenty cents for both.
Send your request, with ^{the} money, to CONSUMER TIME, WASHINGTON
25, D. C.
Be sure to print your name and address...AND the name of
either Survey or both, "Consumer Speaks about House Dresses"
... "Consumer Speaks about Bread and Meat."
And now about next week, Mrs. Freyman.

146: FREYMAN: Next Saturday, Johnny, we'll hear how scientists have come to
the rescue in protecting fruits and vegetables coming to market.

147: JOHN: So friends, be with us next week for another edition of

148: SOUND: CASH REGISTER

149: ANNCR: CONSUMER TIME:

150: SOUND: CASH REGISTER...CLOSE DRAWER

151: ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by
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